

Rep	Order#	6837951	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes							

Printed: 08/02/2012 9:28 AM
08/01/2012 11:52 AM

1 of 7

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product OBAM FOR AMERICA
Estimate# 1537
Buyer MAURA GILROY
Phone#

Agency () GMM
3050 K ST NW
WASHINGTON
Agency C/P1/P2/E 10
Flight Dates
Hiatus Weeks

Rep Firm PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson ()
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

CONTRACT COMMENT

Day	Time	Program	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Mon	7:00 AM	Day	10	4	40	\$100.00	Morning

1 TUE-F 5A-6A Buyline Comment: NEWS -.30 \$100.00 10/30-11/02 4 1 4 \$400.00

2 M-TU 5A-6A Buyline Comment: NEWS -30 \$100.00 11/05-11/06 2 1 2 \$200.00

11

Buyline Comment: NEWS

4 M-TU 430A-459A :30 \$50.00 11/05-11/06 1 1 1 \$50.00

5 TU-E 6A-7A

Buyline Comment: NEWS

Buyline Comment: TODAY SHOW
10-2 1A-3A

8 M-10 12 32

9 SA 6A-7A Buyline Comment: NEWS

Buyline Comment: SAT TODAY

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20f

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Station KSNV-TV LAS VEGAS, NV.

Advertiser () OBAMA FOR AMERICA
Product WASHINGTON, DC 20007
Estimate# 1537

Buyer MAURA GILROY
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1537
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

LT In Day Time Program
--- --- --- --- ---

Len Rate Dates
--- --- ---

Spots/Week # of Weeks Total Spots Total Cost Daypart
--- --- --- --- ---

Buyline Comment: NEWS
--- --- ---

Buyline Comment: NEWS
--- --- ---

:30 \$265.00 11/05-11/05 2 1 2 \$530.00

Buyline Comment: NEWS
--- --- ---

Buyline Comment: NEWS
--- --- ---

:30 \$200.00 11/03-11/03 1 1 1 \$200.00

Buyline Comment: NEWS
--- --- ---

Buyline Comment: NEWS
--- --- ---

:30 \$450.00 11/04-11/04 1 1 1 \$450.00

Buyline Comment: NEWS AFTER NFL
--- --- ---

Buyline Comment: JEOPARDY
--- --- ---

:30 \$260.00 10/30-11/02 4 1 4 \$1,040.00

Buyline Comment: JEOPARDY
--- --- ---

Buyline Comment: WHEEL
--- --- ---

:30 \$260.00 11/05-11/05 1 1 1 \$260.00

Buyline Comment: FACE TO FACE
--- --- ---

Buyline Comment: FACE TO FACE
--- --- ---

:30 \$150.00 10/30-11/02 4 1 4 \$600.00

Buyline Comment: JEOPARDY
--- --- ---

:30 \$175.00 11/03-11/03 1 1 1 \$175.00

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

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Station	Advertiser ()		Product		Agency ()	Rep Firm						
	.OBAMA FOR AMERICA		1537		3050 K ST NW	Sales Office ()						
	OBAM FOR AMERICA		MAURA GILROY		WASHINGTON, DC 20007	Salesperson ()						
Estimate#	Phone#	Fax#	Flight Dates	Hiatus Weeks	Agency C/P1/P2/E	95/10/1/537	Salesperson Phone#					
			10/30/2012 - 11/06/2012				215-568-6540					
							Salesperson FAX#					
							215-568-1845					
Line	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	DayPart
44	SA		7P-730P		:30	\$175.00	11/03-11/03	1	1	1	\$175.00	
45	M		8P-10P	Buyline Comment: WHEEL	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
46	W		9P-10P	Buyline Comment: VOICE	:30	\$1,300.00	10/31-10/31	1	1	1	\$1,300.00	
47	TH		8P-9P	Buyline Comment: SVU	:30	\$650.00	11/01-11/01	1	1	1	\$650.00	
48	F		8P-9P	Buyline Comment: ROCK/UP	:30	\$500.00	11/02-11/02	1	1	1	\$500.00	
49	F		9P-10P	Buyline Comment: GRIMM	:30	\$750.00	11/02-11/02	1	1	1	\$750.00	
50	F		10P-11P	Buyline Comment: DATELINE	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
51	SA		8P-9P	Buyline Comment: NBC PRIME	:30	\$350.00	11/03-11/03	1	1	1	\$350.00	
52	SA		9P-10P	Buyline Comment: NBC PRIME	:30	\$400.00	11/03-11/03	1	1	1	\$400.00	
53	SU		4P-515P	Buyline Comment: FNIA	:30	\$600.00	11/04-11/04	1	1	1	\$600.00	
54	SU		515P-830P	Buyline Comment: SUN NIGHT FTBL	:30	\$4,000.00	11/04-11/04	1	1	1	\$4,000.00	

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Station	Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007				Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY					
Advertiser	Product OBAM FOR AMERICA				Agency C/P1/P2/E 95/101/1537	Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845				
Estimate#	1537				Flight Dates 10/30/2012 - 11/06/2012	Hiatus Weeks				
Buyer	MAURA GILROY	Phone#	Fax#	LT	In	Day	Time			
						Program				
55	M	SA	1130P-1A	---	---	---	---			
56	SU	10P-11P	Buyline Comment: LAW & ORDER	:30	\$350.00	11/04-11/04	1	1	1	\$350.00
57	TU-F	11P-1135P	Buyline Comment: NEWS	:30	\$275.00	10/30-11/02	4	1	4	\$1,100.00
58	M	11P-1135P	Buyline Comment: NEWS	:30	\$275.00	11/05-11/05	1	1	1	\$275.00
59	SA	11P-1135P	Buyline Comment: NEWS	:30	\$285.00	11/03-11/03	1	1	1	\$285.00
60	SU	11P-1135P	Buyline Comment: NEWS	:30	\$285.00	11/04-11/04	1	1	1	\$285.00
61	TU-F	1135P-1235A	Buyline Comment: LENO	:30	\$150.00	10/30-11/02	4	1	4	\$600.00
62	M	1135P-1235A	Buyline Comment: LENO	:30	\$150.00	11/05-11/05	1	1	1	\$150.00
63	TU-F	11235A-135A	Buyline Comment: FALLON	:30	\$60.00	10/30-11/02	4	1	4	\$240.00
64	M	11235A-	Buyline Comment: FALLON	:30	\$60.00	11/05-11/05	1	1	1	\$60.00
65	SA	1130P-1A	Buyline Comment: SNL	:30	\$400.00	11/03-11/03	1	1	1	\$400.00

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LT In Day Time Program

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1537

Flight Dates 10/30/2012 - 11/06/2012

Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Spots/Week # of Total Total Cost Daypart

Spots Weeks Spots

Station () KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA

Product OBAM FOR AMERICA

Estimate# 1537

Buyer MAURA GILROY

Phone#

Fax#

LT In Day Time Program

Report Totals: 164 / \$37,250.00

Report Totals: 164 / \$37,250.00

Sales Totals: 164 / \$37,250.00
Station Totals: 164 / \$37,250.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$124,167

CATV 0% KBLR 0% KINC 0% KLAS 21% KSNV 30%

KTNU 1.4% KTUD 1% KVCR 5% KVMY 3%

XXXX 0% KVUU 26%

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---

CASH IN ADVANCE